

COLOR ON THE DESKTOP

Two-Day Hands-On Color Workshop

Presents the theory and application of color to desktop graphics. Topics to be covered include:

New roles of the graphic artist, service bureau and printer.

Color theory. Additive and subtractive systems.

Color models. Pantone and process color.

Color hardware. Monitors, scanners, printers.

Color software. Illustration, page layout, color separation.

Preparing color work for a service bureau. Overprinting, trapping, proofing.

Color proofing. Laser, ink jet, QMS, 4Cast, color key, match prints.

Color separations. Adobe Illustrator, Freehand, QuarkXPress, PageMaker, Photoshop.

This workshop requires a working knowledge of the Macintosh computer.

Instructors:

Mark Siprut, Director of Computer Graphics at Platt College and lecturer in graphic design at San Diego State University.

Steve Werner, Manager of Electronic Media Division at Central Graphics

Ken Oyer, Computer Graphic Artist at Central Graphics and computer graphics consultant.

February 1 and 2, 1991

Friday and Saturday, 9 am to 5 pm

Cost: \$349

PLATT COLLEGE offers a computer graphics lab equipped with Macintosh II's, 19" color monitors, laser printers, color printers, a color scanner and video hardware. Platt uses the most recent versions of software in its courses.

A 10% discount is available for 2 or more registrations concurrently from the same firm, or active individual members of the AIGA, CAG or Ad Club. A 20% discount is available for full-time students. Proof of membership or student status is required at time of registration to receive discount.

Attendance is limited. Preregistration is required. To register send a check or call for further information. Most credit cards accepted.



265-0107

6250 El Cajon Boulevard
San Diego, CA 92115



PLATT COLLEGE

Upcoming Workshops • Introduction to Macintosh
• Introduction to Desktop Graphics • Microsoft Word • Adobe Illustrator • Aldus PageMaker • QuarkXPress • MacroMind Director • Pre-Press Prep • Graphic Design Basics.

PLATT COLLEGE also offers certificate training programs in Drafting, Graphic Design and Computer Graphics, offered days or evenings.

Call **PLATT COLLEGE** at **265-0107** for information.